

advertising has apparently been reduced since the enforcement of new advertising regulations by the Food and Drug Administration began in 1967. But the overall value of such advertising volume continues to be seriously questioned.

Similarly, the potential impact of these large advertising expenditures on the editorial policies of the journals which are supported in large part by drug advertisements appears to deserve careful study.

Detail Men. Major brand name manufacturers--and a few generic name companies--employ about 20,000 representatives to call on physicians, hospitals, and pharmacists, and provide information on their products.

Whether such activities may be described as primarily promotional or primarily educational is difficult to determine. It is doubtful, however, that physicians can expect such detail men to give invariably unprejudiced and objective advice.

Significantly, the presentations of detail men rarely include mention of price.